



# The Fourteenth Annual Federal Trade Commission Microeconomics Conference

November 4-5, 2021

Washington, D.C.

## PARTICIPANT BIOGRAPHIES

### INTRODUCTORY REMARKS

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#### **Steven Berry**

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Dr. Berry is the David Swensen Professor in the Economics Department at Yale University, specializing in the empirical analysis of markets in equilibrium. He is a winner of the Frisch Medal of the Econometric Society, was elected to be a member of the American Academy of Arts and Sciences in 2014, and was named the 2017 Distinguished Fellow of the Industrial Organization Society. At Yale, he has served as Department Chair, as Director of Division of Social Sciences and as inaugural Director of the Tobin Center at Yale, a research center focusing on domestic economic policy. He has served as a consultant for governments, policy institutes and the private sector, focusing on questions of antitrust as well as environmental and trade policy. Berry is also affiliated with the Cowles Foundation at Yale and is a Research Fellow at the NBER.

#### **Marta E. Wosińska**

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Dr. Marta E. Wosińska is the Director of the FTC's Bureau of Economics. She comes to the FTC from Duke University where she was Consulting Professor and Deputy Director, Policy at the Duke-Margolis Center for Health Policy. Dr. Wosińska's research and policy experience has primarily focused on prescription drug markets and channels. In 2019, Dr. Wosińska served as an economic advisor to the US Senate Finance Committee, providing drug market analysis and expert guidance for the Committee's bipartisan investigative and legislative work on drug pricing. Her executive branch tenure includes positions as Chief Healthcare Economist in the Health and Human Services Office of Inspector General, Director of Economics Staff at Food and Drug Administration's Center for Drug Evaluation and Research, and Senior Economic Advisor to FDA's Deputy Commissioner for Medical Products and Tobacco. Before entering public service, Dr. Wosińska was an Assistant Professor of Marketing at the Harvard Business School and visiting Assistant Professor at the Columbia Business School. Dr. Wosińska received her Ph.D. in Economics from University of California at Berkeley and a bachelor's degree from Arizona State University.

## SCIENTIFIC COMMITTEE

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### Alessandro Bonatti

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Dr. Alessandro Bonatti is the John Norris Maguire (1960) Associate Professor of Applied Economics at the MIT Sloan School of Management. His research studies the impact of information technology on firms' online advertising and pricing strategies, as well as on consumer welfare. His most recent work explores the role of data intermediaries with market power (e.g., large Internet platforms): how they collect, mine, and monetize information. He has also studied the optimal provision of incentives in research-intensive and creative industries, and the resolution of conflict inside standard-setting organizations. In addition to teaching, Dr. Bonatti serves as Editor of the *Journal of Industrial Economics*, and Associate Editor of the *American Economic Journal: Microeconomics*, and the *Rand Journal of Economics*. Dr. Bonatti holds a Ph.D. in Economics from Yale University.

### Judith A. Chevalier

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Dr. Judith A. Chevalier is the William S. Beinecke Professor of Finance and Economics at the Yale School of Management. Professor Chevalier's research is in the areas of both finance and industrial organization. Her research focuses on the impacts of new technologies on firms, individuals, and policy. She has written extensively on the economics of the retail sector – both in ecommerce and brick and mortar, with a particular interest in consumer product reviews. She has written extensively on career choice, career concerns, incentives, job flexibility and gig work. She has also written a series of papers exploring the overlap between finance and industrial organization. Her COVID-19 work includes an early study of masking, a geospatial study of the movement of nursing home workers across facilities and the spread of the virus, and a study of retail vaccine availability. She is the chair of the American Economic Association's Committee on the Status of Women in the Economics Profession, a former co-editor of the *American Economic Review* and of the *Rand Journal of Economics* and an elected fellow of the American Academy of Arts and Sciences and the Econometric Society. She received her Ph.D. in Economics from Massachusetts Institute of Technology.

### Robin S. Lee

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Dr. Robin S. Lee is a Professor of Economics at Harvard University, where he has taught courses on industrial organization since 2014. His research lies primarily within this field, and studies how firms bargain, contract and form supply relationships in imperfectly competitive markets. Topics covered by his work include vertical integration, mergers, and exclusive deals in media and in multi-sided/platform-based technology markets; insurer-provider consolidation, narrow networks, and selective contracting in health care markets; and market design innovation in financial markets. Professor Lee received his A.B. and A.M. in Economics and his Ph.D. in Business Economics from Harvard. He is a co-editor of *American Economic Journal: Microeconomics*, a Research Associate at the National Bureau of Economic Research, and a recipient of the Econometric Society's Frisch Medal.

## SELECTED PAPERS' PRESENTERS

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### Jessica Fong

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Dr. Jessica Fong is an Assistant Professor of Marketing at the University of Michigan, Ross School of Business. Her research applies theory-driven models and experimentation to empirically analyze marketing data with the goal of improving firm strategy and better understanding consumer behavior. Substantively, her research focuses on matching markets, platform design, advertising, and behavioral economics. She earned her Ph.D. in Marketing from Stanford University, and her BS in Computer Science from the California Institute of Technology. Prior to joining Ross, she worked in product management at Fitbit.

### Garrett Johnson

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Dr. Garrett Johnson is an Assistant Professor of Marketing at the Questrom School of Business, Boston University. Garrett Johnson researches digital marketing: measuring its effectiveness and examining its privacy issues. His ad effectiveness research uses large-scale experiments to measure how and how much ads work. His privacy research both examines the impact of Europe's GDPR and studies the policy tradeoffs in online behavioral targeting. For his work, Prof. Johnson has been awarded the Paul Green Award and the John D. C. Little Award, and has been a finalist for the John D. C. Little Award and Gary Lilien Marketing Science Practice Prize.

Financial Disclosures: This research received funding from the Marketing Science Institute. Samuel Goldberg (co-author) was a paid worker at Adobe while collecting the data.

### Kei Kawai

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Dr. Kei Kawai is an Assistant Professor in the Department of Economics at University of California – Berkeley. His research interests include government procurement, corruption, collusion, and voting. He received his Ph.D. in Economics from Northwestern University.

### Nathan Miller

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Dr. Nathan Miller is the Saleh Romeih Associate Professor at the Georgetown University McDonough School of Business and an editor at the Journal of Law and Economics. His research covers topics in the fields of industrial organization and antitrust economics, with a recent focus on collusion and the competitive effects of mergers. Prior to joining Georgetown University, Professor Miller served as an Economist at the U.S. Department of Justice, where he provided economic analysis for antitrust investigations. He holds a Ph.D. in Economics from the University of California, Berkeley and a B.A. from the University of Virginia.

## Sarah Moshary

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Dr. Sarah Moshary is an Assistant Professor of Marketing and Robert King Steel Faculty Fellow at The University of Chicago, Booth School of Business. Professor Moshary's research interests span quantitative marketing, industrial organization, and political economy, including work on digital and political advertising, price obfuscation in e-commerce, and supply responses to government policy. Dr. Moshary earned a Ph.D. in Economics from Massachusetts Institute of Technology and an AB in Economics from Harvard College. Prior to joining Booth, Dr. Moshary was an Assistant Professor at the University of Pennsylvania in the Department of Economics. Between her studies at MIT and her time at the University of Pennsylvania, she was a postdoctoral scholar at eBay.

## Michael Rubens

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Dr. Michael Rubens is an Assistant Professor of Economics at UCLA. His research focuses on questions related to market power, vertical relations, and technological change. He is especially interested in understanding the sources and consequences of oligopsony power. He received his Ph.D. in Economics from KU Leuven.

## Lena Song

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Lena Song is a Ph.D. Candidate in Economics at New York University (NYU) and is on the 2021-2022 job market. She earned her MPhil in Economics (with distinction) from the University of Oxford, Merton College.

Financial Disclosures: Dr. Gentzkow (co-author) does paid consulting work for Amazon, has done litigation consulting for clients including Facebook, and has been a member of the Toulouse Network for Information Technology, a research group funded by Microsoft. Both Dr. Allcott (co-author) and Dr. Gentzkow are unpaid members of Facebook's 2020 Election Research Project.

## Ali Yurukoglu

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Dr. Yurukoglu is an Associate Professor at the Stanford Graduate School of Business, where he teaches industrial organization and statistics to MBA and Ph.D. students. His research is in the areas of industrial organization, antitrust, and regulation. His research on the video programming industry developed empirical models of pricing and bargaining that have been used to analyze à la carte pricing regulations and vertical mergers. His other work has studied the effects of regulation on investment in the pharmaceutical and electricity distribution industries, and bargaining between countries over international tariffs. Dr. Yurukoglu received a Ph.D. in Economics from New York University's Stern School of Business.

Financial Disclosures: Dr. Yurukoglu is a senior consultant with Compass Lexecon and advises a variety of their clients on antitrust and other litigation. In 2018, he also advised clients of the Brattle Group.

## SELECTED PAPERS' DISCUSSANTS

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### Allan Collard-Wexler

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Dr. Collard-Wexler is a Professor of Economics at Duke University and Research Associate at the National Bureau of Economic Research. His research focuses on empirical industrial organization, applied econometrics, and dynamic games. He received his Ph.D. in Economics from Northwestern University.

### Christopher Conlon

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Dr. Conlon is an Assistant Professor at the Department of Economics at New York University, Stern School of Business. His research focuses on industrial organization and econometrics. More specifically, his work examines contractual relationships between manufacturers, wholesalers, and retailers. Important aspects of these relationships include the assortment and availability of products, and the dynamics of price competition over time. Recent work has looked at interactions between taxes, regulations, and competition among firms. He has also developed a number of tools for antitrust practitioners, including methods for estimating demand, identifying firm conduct, and interpreting diversion ratios. He received his Ph.D. in Economics from Yale University.

### Nicolas de Roos

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Dr. de Roos is an Associate Professor at The University of Sydney. His main research interests are in the areas of structural empirical industrial organization, dynamic games, applied econometrics, and decision-making under risk. Current interests include the dynamics of retail petrol markets, and obfuscation in collusive environments. Professor de Roos received his Ph.D. from Yale University.

### Avi Goldfarb

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Avi Goldfarb is the Rotman Chair in Artificial Intelligence and Healthcare, and Professor of Marketing, at the Rotman School of Management, University of Toronto. Avi is also Chief Data Scientist at the Creative Destruction Lab, Senior Editor at Marketing Science, and a Research Associate at the National Bureau of Economic Research. Avi's research focuses on the opportunities and challenges of the digital economy. He has published academic articles in marketing, statistics, law, management, medicine, political science, physics, computing, and economics. His work on online advertising won the INFORMS Society of Marketing Science Long Term Impact Award. Avi testified before the U.S. Senate Judiciary Committee on competition and privacy in digital advertising. He co-authored the bestselling book *Prediction Machines: The Simple Economics of Artificial Intelligence*. Avi received his Ph.D. in economics from Northwestern University.

Financial Disclosure: Avi has served as a consultant for Keystone Strategy, Cornerstone Research, the Canadian Competition Bureau, and Facebook in matters related to online advertising and to technology regulation. His full disclosure is available at [www.avigoldfarb.com/disclosure](http://www.avigoldfarb.com/disclosure)

## Ginger Jin

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Dr. Ginger Zhe Jin is currently Professor of Economics at the University of Maryland, College Park. In 2015-2017, she was on leave at the Federal Trade Commission, serving as the Director of the FTC Bureau of Economics from January 2016 to July 2017. In 2019-2020, she was on leave at Amazon. Most of her research focuses on information asymmetry among economic agents and how to provide information to overcome the information problem. The applications she has studied include retail food safety, health insurance, prescription drugs, e-commerce, online reviews, regulatory inspection, scientific innovation, air quality, blood donation, intrafamilial interaction, data regulation, venture investment, and consumer protection. Her research has been published in leading economics, management and marketing journals, with support from the National Science Foundation, the Net Institute, and the Sloan Foundation. Many of her works have been covered by major media outlets including Wall Street Journal, New York Times, Forbes, Bloomberg, and Los Angeles Times. She is currently Co-editor of Journal of Economics & Management Strategy, Associate Editor of RAND Journal of Economics, and a board member of the Industrial Organization Society. She has been Research Associate of NBER since 2012 and was a guest editor for the special issue of Marketing Science on consumer protection in 2020. In October 2014, she co-founded Hazel Analytics, an analytics company that promotes the use of open government data. She received her Ph.D. in Economics from the University of California, Los Angeles.

## Ro'ee Levy

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Dr. Levy is a Lecturer (Assistant Professor) at the Tel Aviv University, School of Economics. Before joining Tel Aviv University, Prof. Levy visited MIT as a post-doc and received his Ph.D. from Yale University. His research focuses on political economy and social media. He is especially interested in studying the forces shaping social norms, political attitudes, and policy preferences, and their subsequent influence on individual behavior.

Financial Disclosure: Dr. Levy is an unpaid member of Facebook's 2020 Election Research Project.

## Amalia R. Miller

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Dr. Miller is Professor and Director of Graduate Studies at the Department of Economics at The University of Virginia. Her research interests include labor economics, health economics, and law and economics. She earned her Ph.D. in Economics from Stanford University and a B.S. in Economics from MIT with a minor in Women's Studies.

## Chad Syverson

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Dr. Syverson is the George C. Tiao Distinguished Service Professor of Economics at The University of Chicago, Booth School of Business. Professor Syverson's research spans several topics, with a particular focus on the interactions of firm structure, market structure, and productivity. His research has been published in several top journals and has earned multiple National Science Foundation Awards. He also coauthored (with Austan Goolsbee and Steve Levitt) an intermediate-level text, *Microeconomics*. Professor Syverson serves as an Editor of the *Journal of Political Economy*. He is a Research Associate of the National Bureau of Economic Research and has recently served on National Academies committees and as the Chair of the Chicago Census Research Data Center Board. Prior to his appointment at the University of Chicago, Professor Syverson was a mechanical engineer for Loral Defense Systems and Unisys Corporation. He earned his Ph.D. in Economics in 2001 from the University of Maryland.

## F T C O R G A N I Z E R S

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## Yan Lau

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Dr. Yan Lau is an Economist and Deputy Assistant Director at the Division of Consumer Protection in the FTC's Bureau of Economics, where he works on cases protecting American consumers from unfair and deceptive business practices. His research focuses on applied microeconomics, including labor economics, the economics of education, and public policy. He received his Ph.D. in Economics from Princeton University in 2013, and was an Assistant Professor of Economics at Reed College before joining the FTC in 2017.

## Thomas Koch

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Dr. Koch is the FTC Microeconomics Conference organizer alongside Dr. Yan Lau. He is an Economist at the Bureau of Economics, specializing in antitrust and health care. Dr. Koch has vast experience in merger evaluation and antitrust litigation and has published on topics such as health economics, industrial organization, and economic policy. He received his Ph.D. in Economics from The University of Texas at Austin. Prior to joining the Federal Trade Commission, he taught economics courses at the University of California, Santa Barbara, Virginia Tech, and Johns Hopkins University.